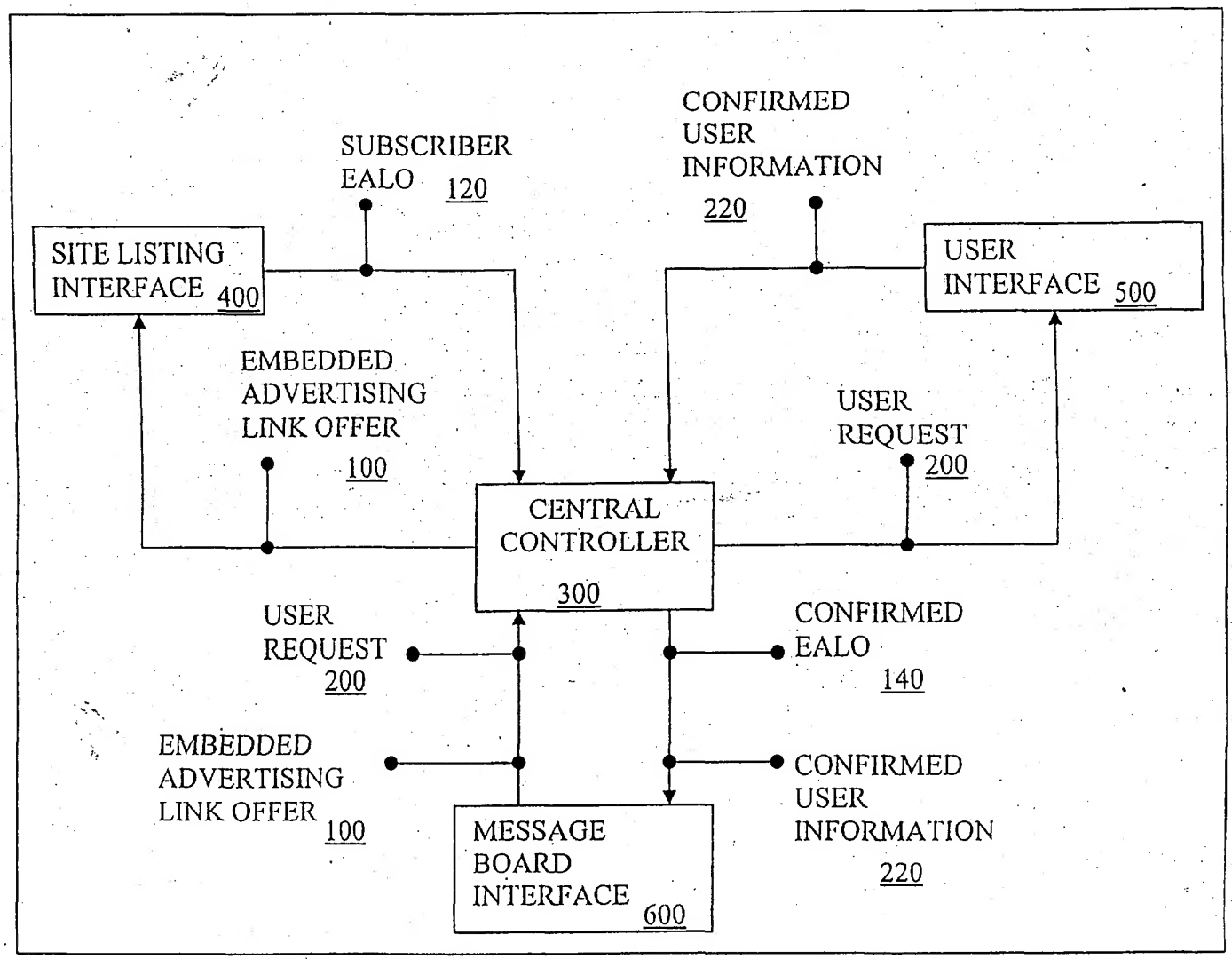
SUBSCRIBER EALO 120
CONFIRMED USER INFORMATION 220
SITE LISTING INTERFACE 400
USER INTERFACE 500
EMBEDDED ADVERTISING LINK OFFER 100
USER REQUEST 200
CENTRAL CONTROLLER 300
USER REQUEST 200
CONFIRMED EALO 140
EMBEDDED ADVERTISING LINK OFFER 100
CONFIRMED USER INFORMATION 220
MESSAGE BOARD INTERFACE 600

FIG. 1

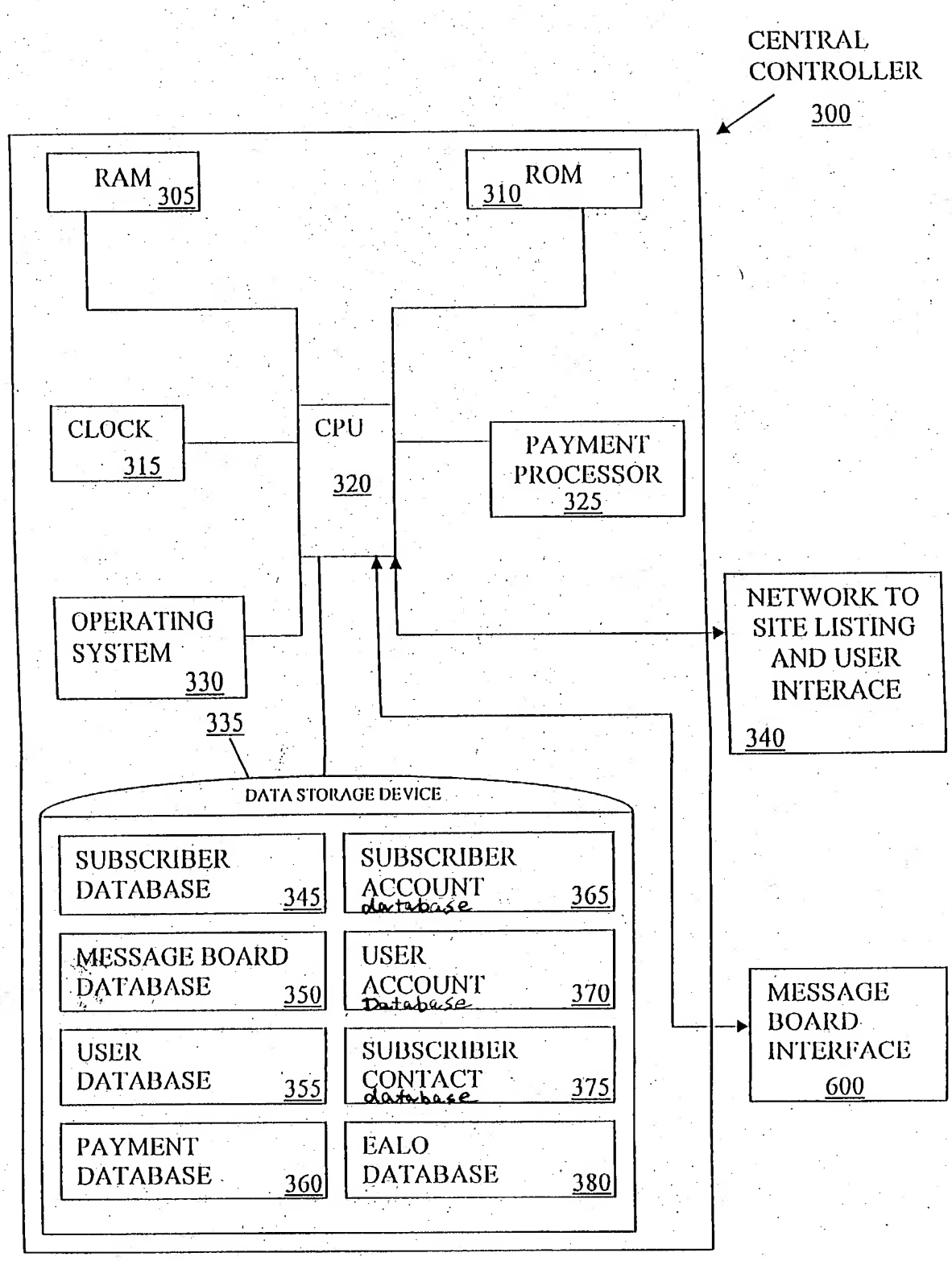
CENTRAL CONTROLLER
300
RAM 305
ROM 310
CLOCK 315
CPU 320
PAYMENT PROCESSOR 325
OPERATING SYSTEM 330
335
NETWORK TO SITE LISTING AND USER INTERACE 340
DATA STORAGE DEVICE
SUBSCRIBER DATABASE 345
SUBSCRIBER ACCOUNT database 365
MESSAGE BOARD DATABASE 350
USER ACCOUNT Database 370
USER DATABASE 355
SUBSCRIBER CONTACT database 375
PAYMENT DATABASE 360
EALO DATABASE 380
MESSAGE BOARD INTERFACE 600

FIG. 2

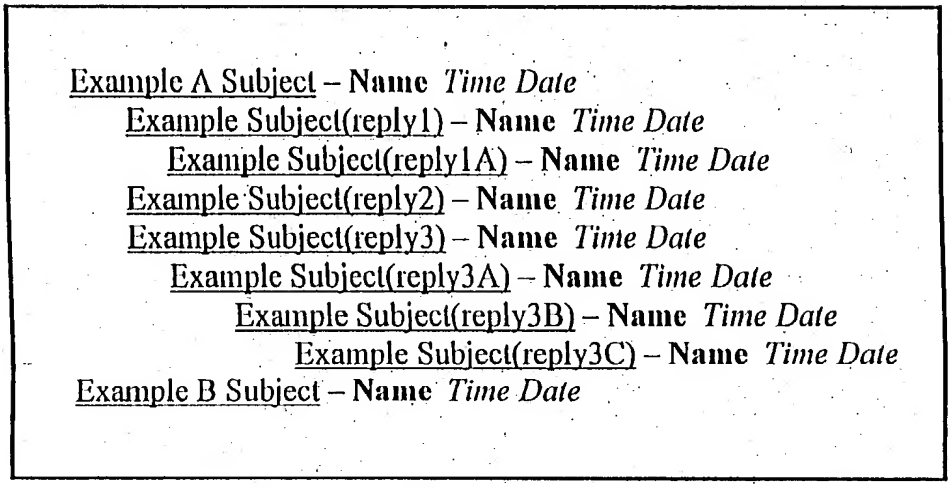
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
Example B Subject – Name Time Date

FIG. 3a

Subject	Name	Date/Title	Replies
Example Subject –	Name	*Time Date*	5
Example Subject –	Name	*Time Date*	0
Example Subject –	Name	*Time Date*	2
Example Subject –	Name	*Time Date*	3
Example Subject –	Name	*Time Date*	0
Example Subject –	Name	*Time Date*	0
Example Subject –	Name	*Time Date*	2
Example Subject –	Name	*Time Date*	14

FIG. 3b

Date/Title	Subject	Name	Replies
5/10/02 1:30PM	Example Subject	Name	4
5/10/02 1:29PM	Example Subject	Name	2
5/09/02 1:30PM	Example Subject	Name	2
5/09/02 1:29PM	Example Subject	Name	2
5/08/02 3:29PM	Example Subject	Name	2
5/08/02 2:29PM	Example Subject	Name	2
5/08/02 1:29PM	Example Subject	Name	2

FIG. 3c

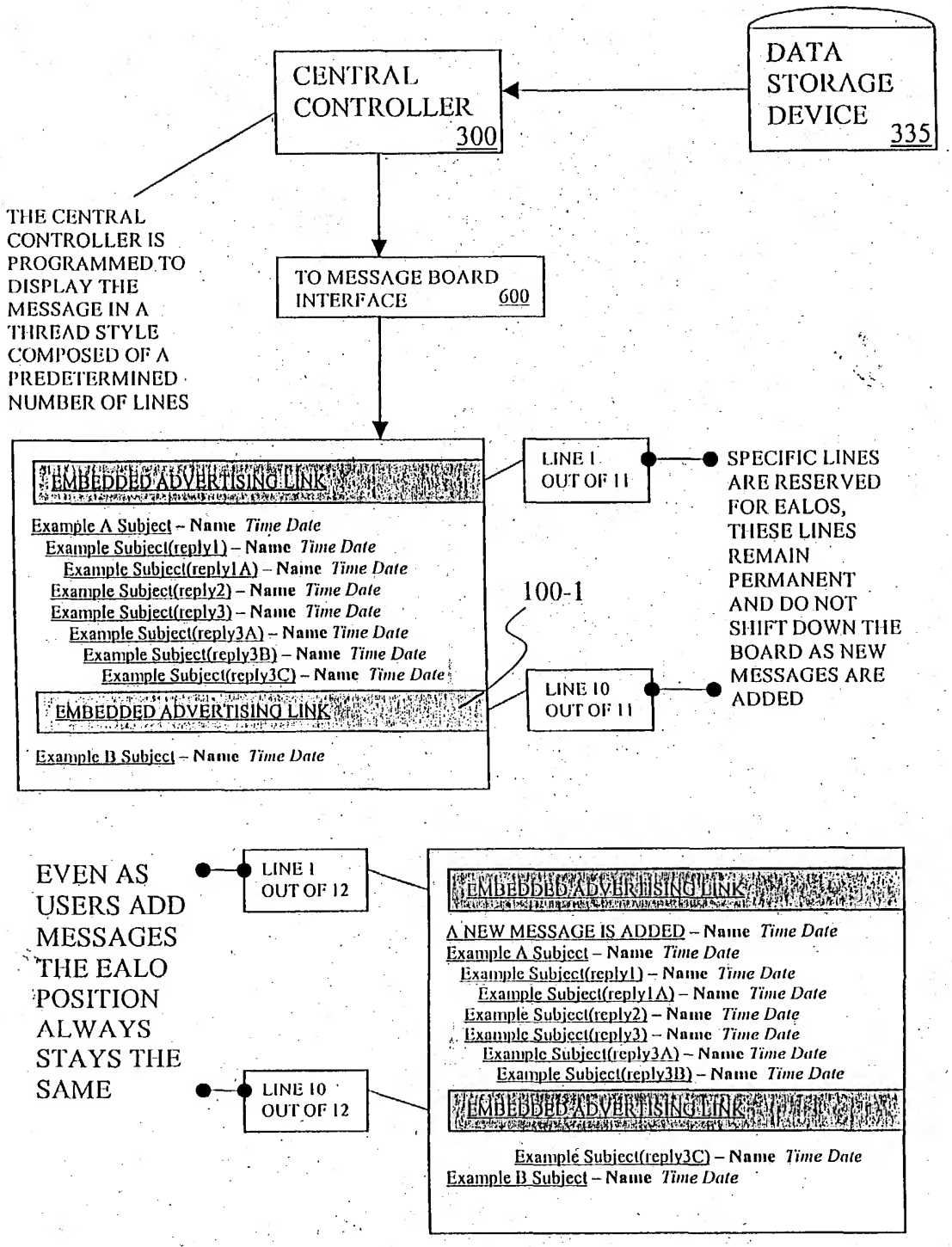
CENTRAL CONTROLLER 300
DATA STORAGE DEVICE 335
THE CENTRAL CONTROLLER IS PROGRAMMED TO DISPLAY THE MESSAGE IN A THREAD STYLE COMPOSED OF A PREDETERMINED NUMBER OF LINES
TO MESSAGE BOARD INTERFACE 600
EMBEDDED ADVERTISING LINK
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
EMBEDDED ADVERTISING LINK
Example B Subject – Name Time Date
LINE 1 OUT OF 11
LINE 10 OUT OF 11
SPECIFIC LINES ARE RESERVED FOR EALOS, THESE LINES REMAIN PERMANENT AND DO NOT SHIFT DOWN THE BOARD AS NEW MESSAGES ARE ADDED
100-1
EVEN AS USERS ADD MESSAGES THE EALO POSITION ALWAYS STAYS THE SAME
LINE 1 OUT OF 12
LINE 10 OUT OF 12
EMBEDDED ADVERTISING LINK
A NEW MESSAGE IS ADDED – Name Time Date
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
EMBEDDED ADVERTISING LINK
Example Subject(reply3C) – Name Time Date
Example B Subject – Name Time Date

FIG. 4a

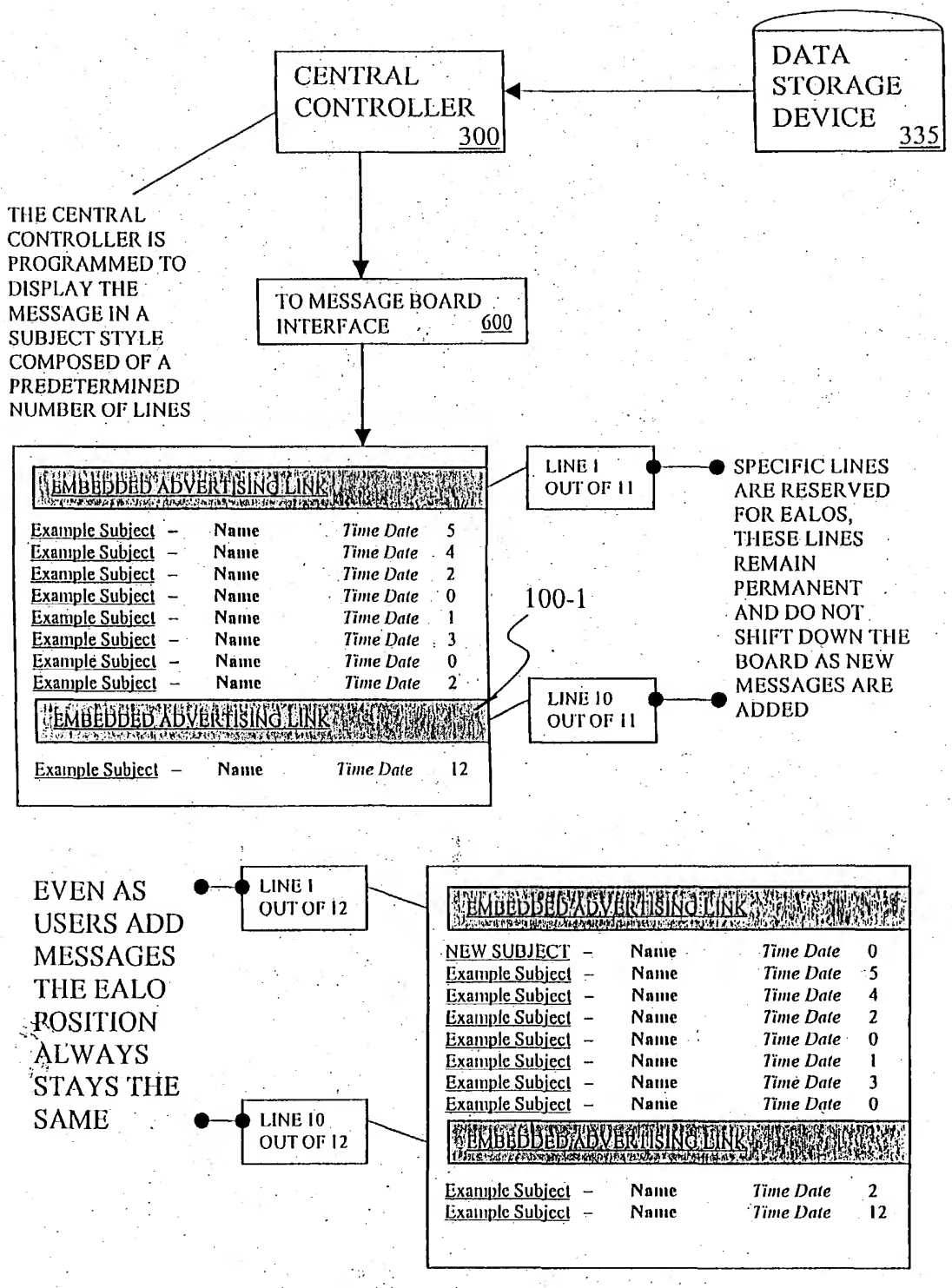
CENTRAL CONTROLLER 300
DATA STORAGE DEVICE 335
THE CENTRAL CONTROLLER IS PROGRAMMED TO DISPLAY THE MESSAGE IN A SUBJECT STYLE COMPOSED OF A PREDETERMINED NUMBER OF LINES
TO MESSAGE BOARD INTERFACE 600
EMBEDDED ADVERTISING LINK
Example Subject – Name Time Date 5
Example Subject – Name Time Date 4
Example Subject – Name Time Date 2
Example Subject – Name Time Date 0
Example Subject – Name Time Date 1
Example Subject – Name Time Date 3
Example Subject – Name Time Date 0
Example Subject – Name Time Date 2
EMBEDDED ADVERTISING LINK
Example Subject – Name Time Date 12
LINE 1 OUT OF 11
LINE 10 OUT OF 11
100-1
SPECIFIC LINES ARE RESERVED FOR EALOS, THESE LINES REMAIN PERMANENT AND DO NOT SHIFT DOWN THE BOARD AS NEW MESSAGES ARE ADDED
EVEN AS USERS ADD MESSAGES THE EALO POSITION ALWAYS STAYS THE SAME
LINE 1 OUT OF 12
LINE 10 OUT OF 12
EMBEDDED ADVERTISING LINK
NEW SUBJECT – Name Time Date 0
Example Subject – Name Time Date 5
Example Subject – Name Time Date 4
Example Subject – Name Time Date 2
Example Subject – Name Time Date 0
Example Subject – Name Time Date 1
Example Subject – Name Time Date 3
Example Subject – Name Time Date 0
EMBEDDED ADVERTISING LINK
Example Subject – Name Time Date 2
Example Subject – Name Time Date 12

FIG. 4b

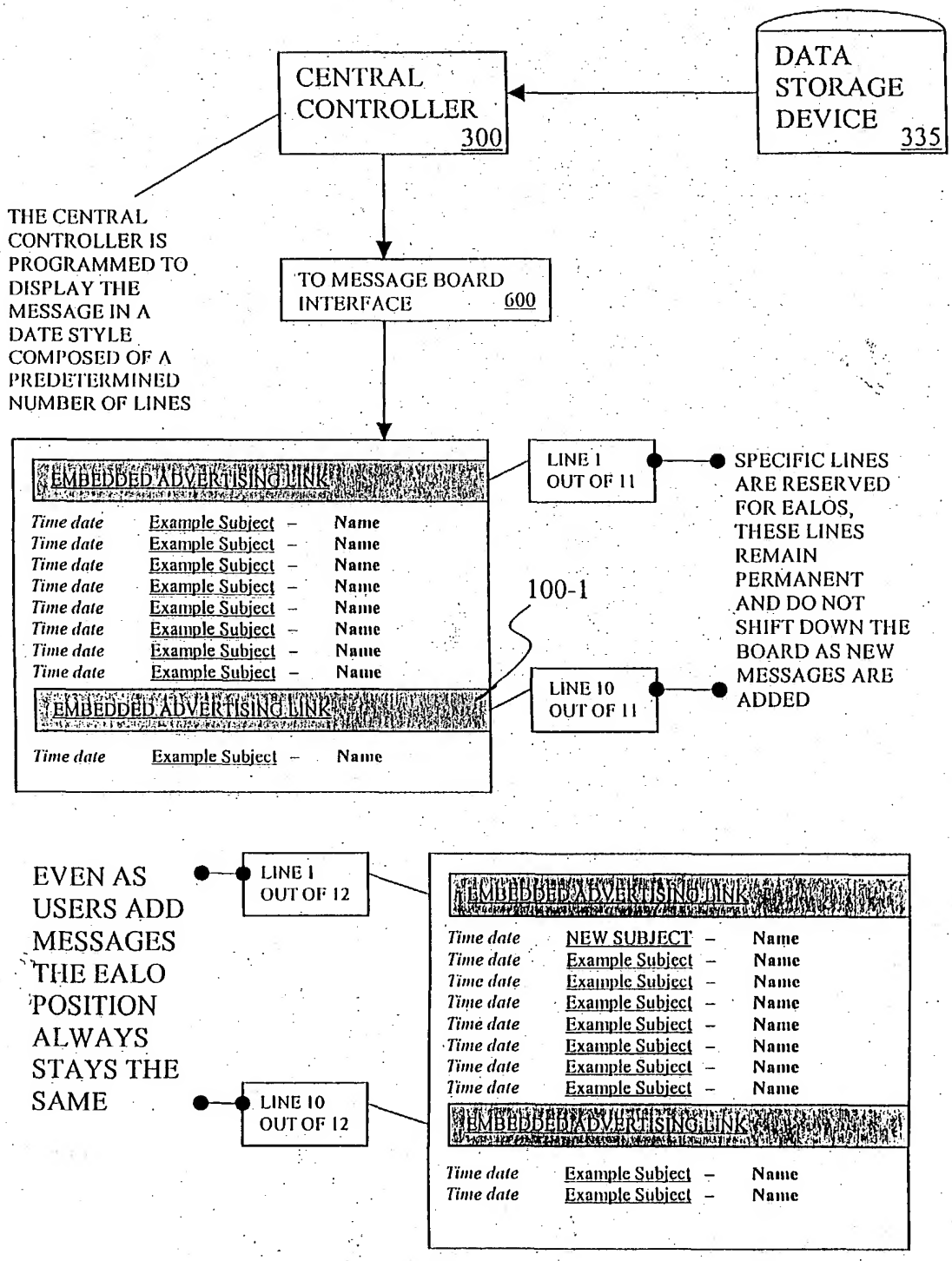
CENTRAL CONTROLLER 300
DATA STORAGE DEVICE 335
THE CENTRAL CONTROLLER IS PROGRAMMED TO DISPLAY THE MESSAGE IN A DATE STYLE COMPOSED OF A PREDETERMINED NUMBER OF LINES
TO MESSAGE BOARD INTERFACE 600
EMBEDDED ADVERTISING LINK
Time date Example Subject – Name
LINE 1 OUT OF 11
SPECIFIC LINES ARE RESERVED FOR EALOS, THESE LINES REMAIN PERMANENT AND DO NOT SHIFT DOWN THE BOARD AS NEW MESSAGES ARE ADDED
100-1
LINE 10 OUT OF 11
EVEN AS USERS ADD MESSAGES THE EALO POSITION ALWAYS STAYS THE SAME
LINE 1 OUT OF 12
LINE 10 OUT OF 12
NEW SUBJECT

FIG. 4c

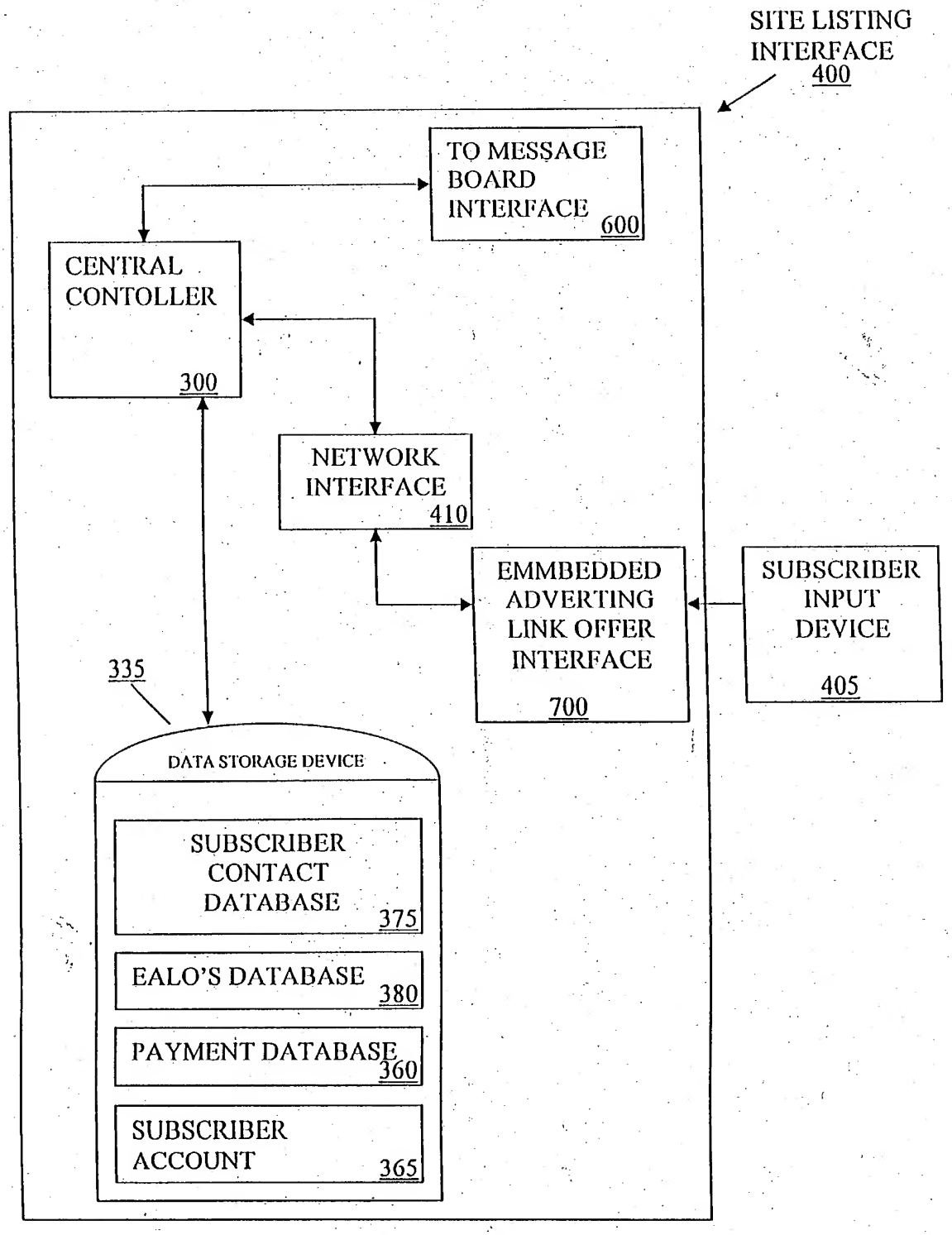
SITE LISTING INTERFACE
400
TO MESSAGE BOARD INTERFACE
600
CENTRAL CONTOLLER
300
NETWORK INTERFACE
410
EMMBEDDED ADVERTING LINK OFFER INTERFACE
700
SUBSCRIBER INPUT DEVICE
405
335
DATA STORAGE DEVICE
SUBSCRIBER CONTACT DATABASE
375
EALO'S DATABASE
380
PAYMENT DATABASE
360
SUBSCRIBER ACCOUNT
365

FIG. 5

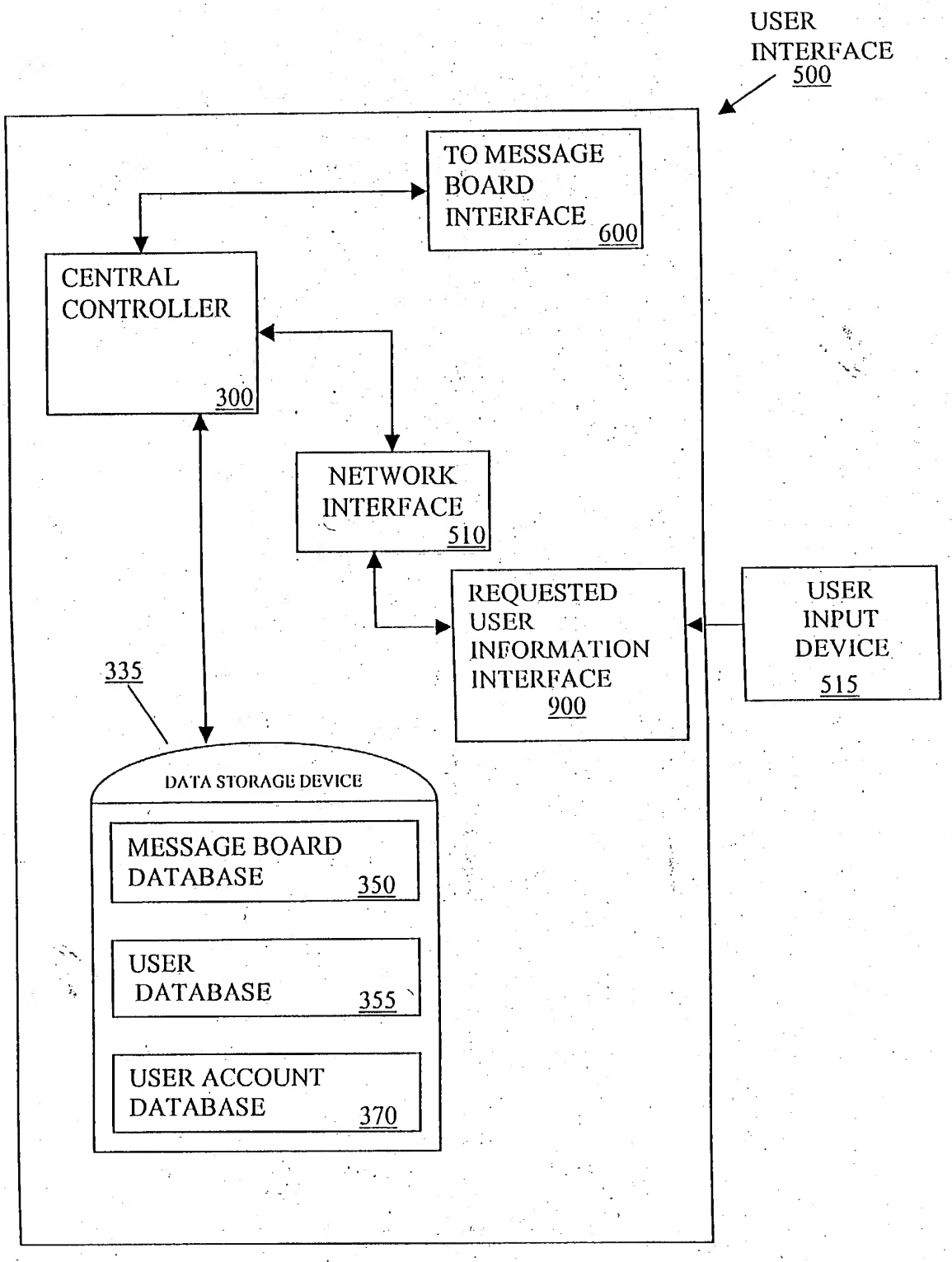
USER INTERFACE 500
TO MESSAGE BOARD INTERFACE 600
CENTRAL CONTROLLER 300
NETWORK INTERFACE 510
REQUESTED USER INFORMATION INTERFACE 900
USER INPUT DEVICE 515
335
DATA STORAGE DEVICE
MESSAGE BOARD DATABASE 350
USER DATABASE 355
USER ACCOUNT DATABASE 370

FIG. 6

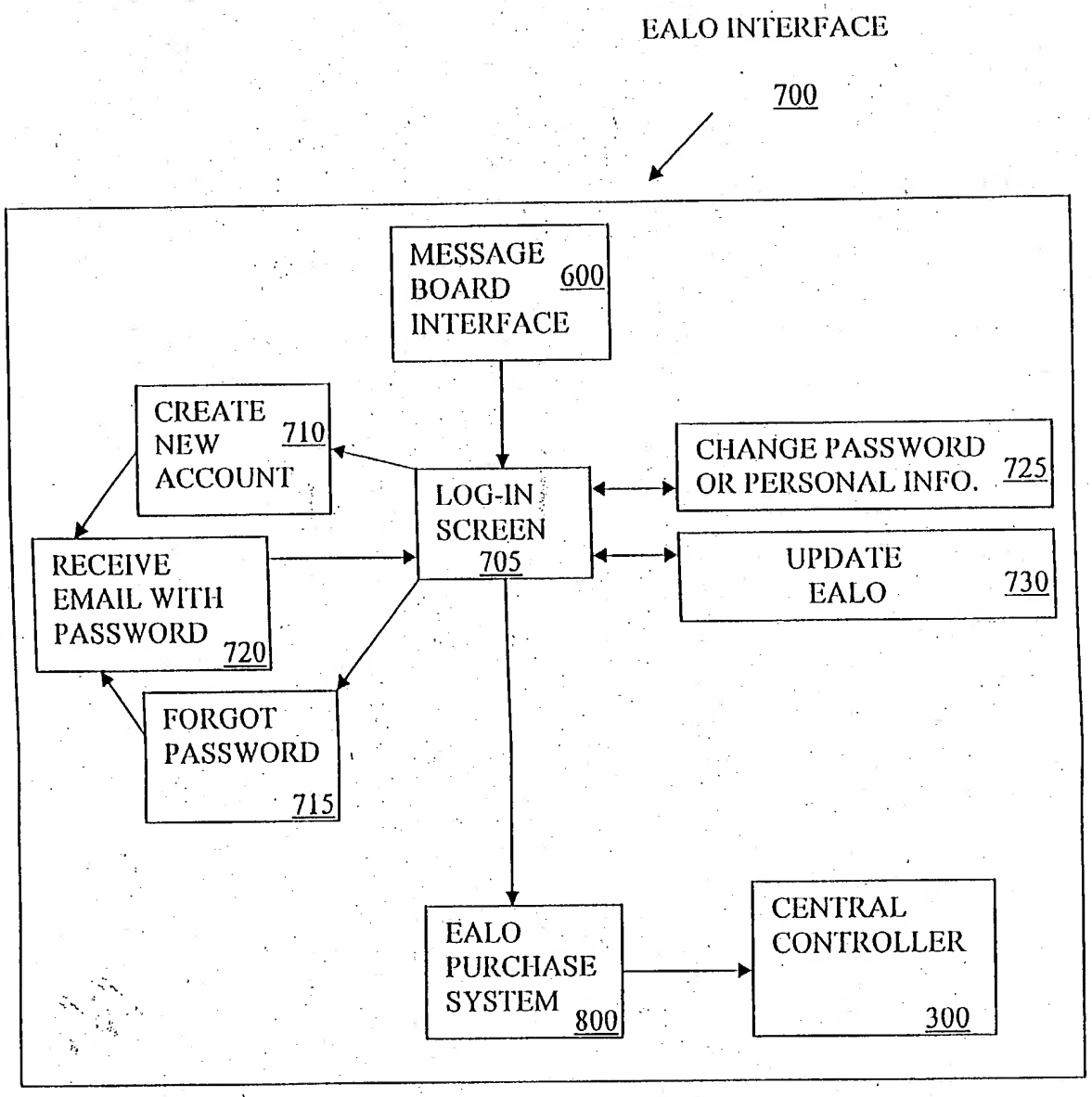
EALO INTERFACE
700
MESSAGE BOARD INTERFACE 600
CREATE NEW ACCOUNT 710
LOG-IN SCREEN 705
CHANGE PASSWORD OR PERSONAL INFO. 725
UPDATE EALO 730
RECEIVE EMAIL WITH PASSWORD 720
FORGOT PASSWORD 715
EALO PURCHASE SYSTEM 800
CENTRAL CONTROLLER 300

FIG. 7

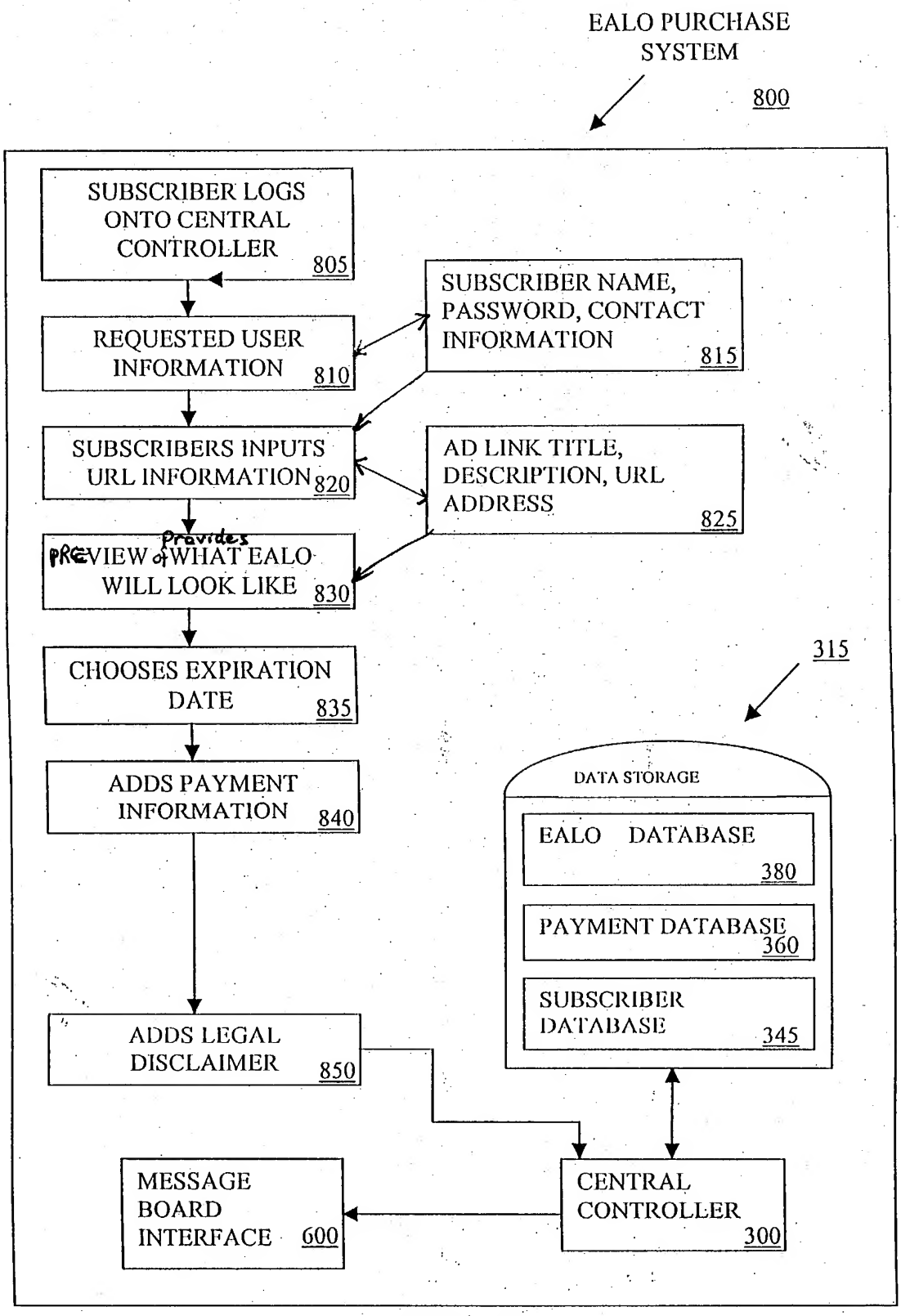
EALO PURCHASE SYSTEM
800
SUBSCRIBER LOGS ONTO CENTRAL CONTROLLER 805
REQUESTED USER INFORMATION 810
SUBSCRIBER NAME, PASSWORD, CONTACT INFORMATION 815
SUBSCRIBERS INPUTS URL INFORMATION 820
AD LINK TITLE, DESCRIPTION, URL ADDRESS 825
Provides
PREVIEW of WHAT EALO WILL LOOK LIKE 830
CHOOSES EXPIRATION DATE 835
ADDS PAYMENT INFORMATION 840
315
DATA STORAGE
EALO DATABASE 380
PAYMENT DATABASE 360
SUBSCRIBER DATABASE 345
ADDS LEGAL DISCLAIMER 850
MESSAGE BOARD INTERFACE 600
CENTRAL CONTROLLER 300

FIG. 8

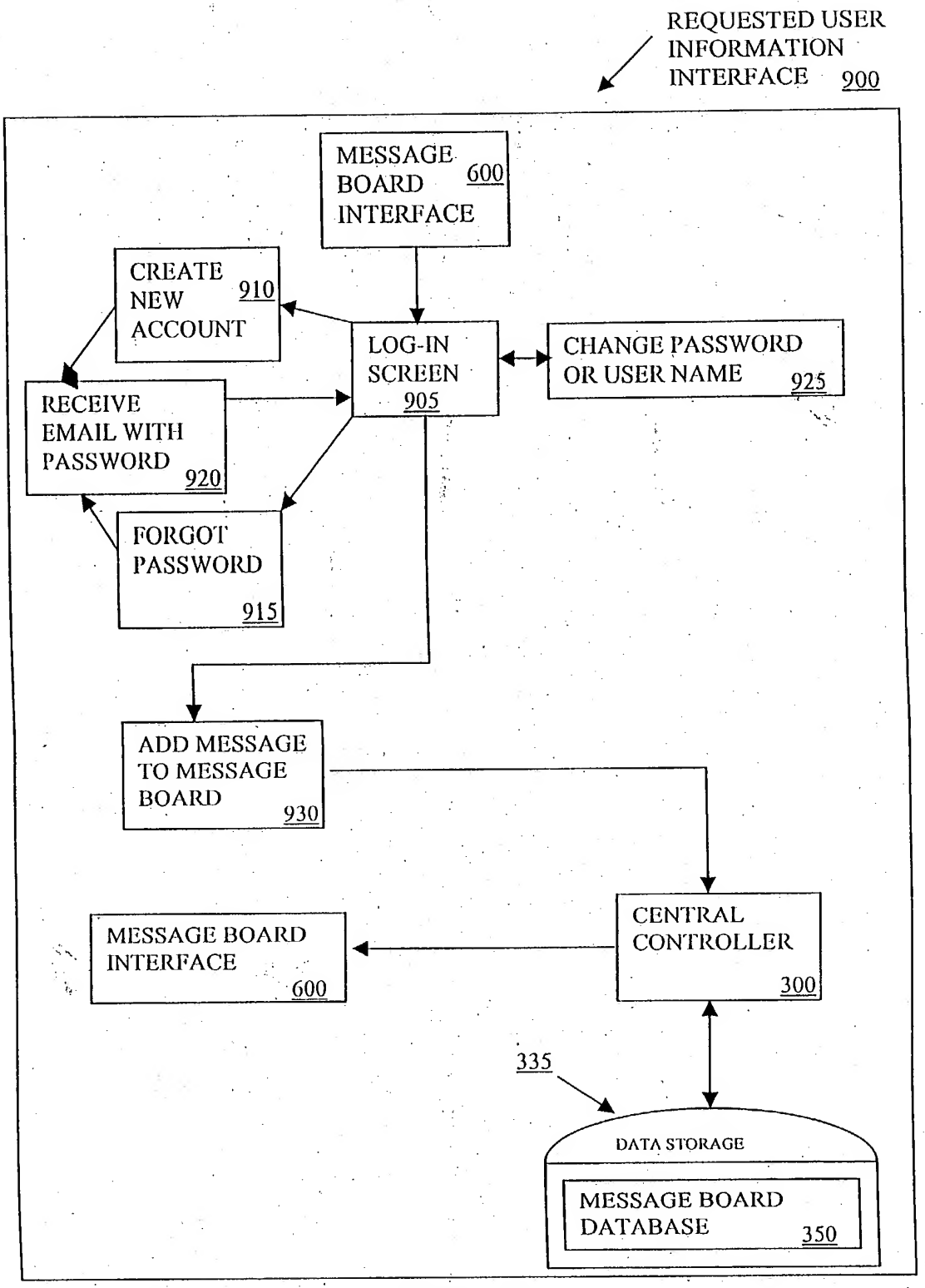
REQUESTED USER INFORMATION INTERFACE 900
MESSAGE BOARD INTERFACE 600
CREATE NEW ACCOUNT 910
LOG-IN SCREEN 905
CHANGE PASSWORD OR USER NAME 925
RECEIVE EMAIL WITH PASSWORD 920
FORGOT PASSWORD 915
ADD MESSAGE TO MESSAGE BOARD 930
MESSAGE BOARD INTERFACE 600
CENTRAL CONTROLLER 300
335
DATA STORAGE
MESSAGE BOARD DATABASE 350

FIG. 9

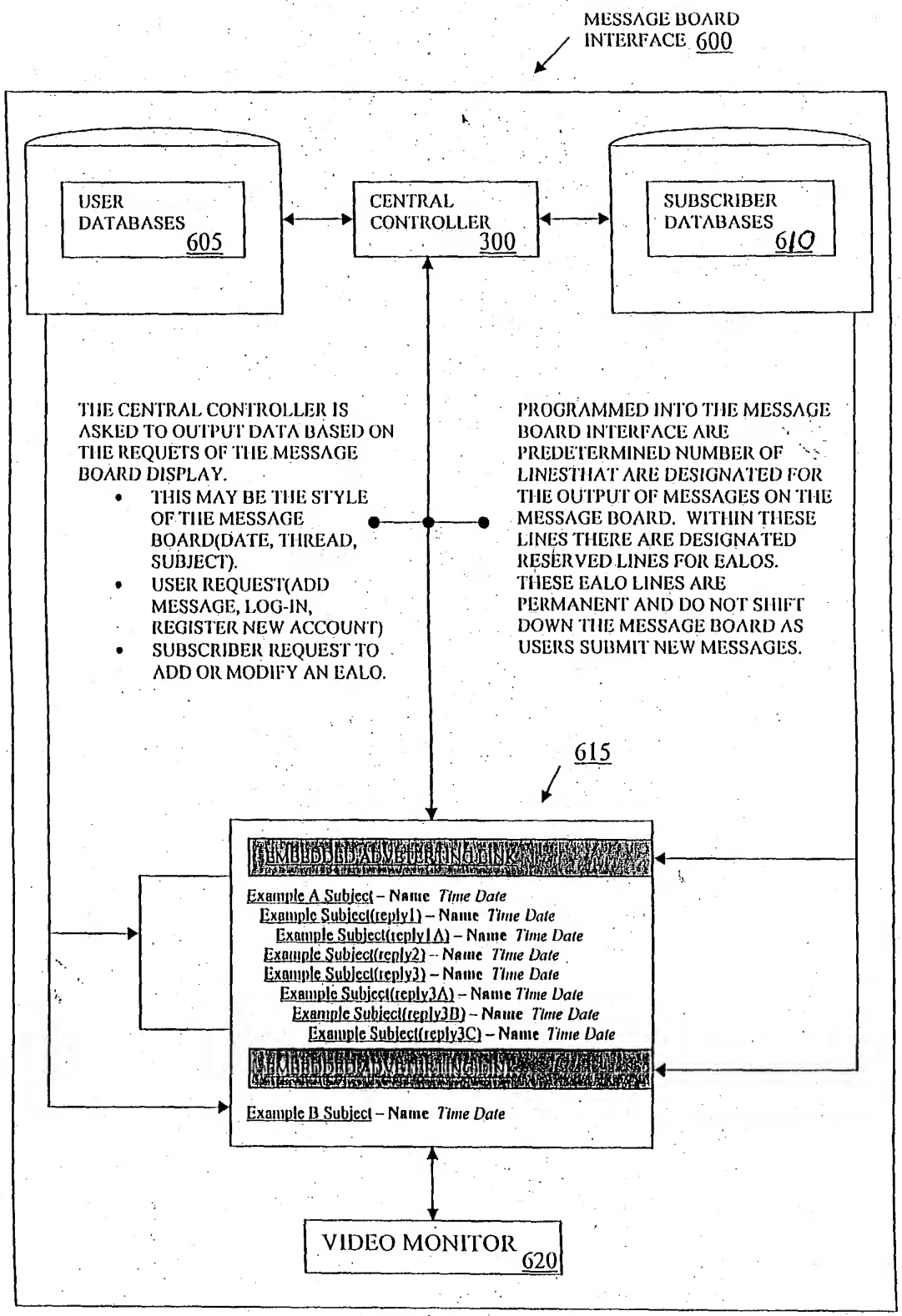
MESSAGE BOARD INTERFACE 600
USER DATABASES 605
CENTRAL CONTROLLER 300
SUBSCRIBER DATABASES 610
THE CENTRAL CONTROLLER IS ASKED TO OUTPUT DATA BASED ON THE REQUETS OF THE MESSAGE BOARD DISPLAY.
• THIS MAY BE THE STYLE OF THE MESSAGE BOARD(DATE, THREAD, SUBJECT).
• USER REQUEST(ADD MESSAGE, LOG-IN, REGISTER NEW ACCOUNT)
• SUBSCRIBER REQUEST TO ADD OR MODIFY AN EALO.
PROGRAMMED INTO THE MESSAGE BOARD INTERFACE ARE PREDETERMINED NUMBER OF LINESTHAT ARE DESIGNATED FOR THE OUTPUT OF MESSAGES ON THE MESSAGE BOARD. WITHIN THESE LINES THERE ARE DESIGNATED RESERVED LINES FOR EALOS. THESE EALO LINES ARE PERMANENT AND DO NOT SHIFT DOWN THE MESSAGE BOARD AS USERS SUBMIT NEW MESSAGES.
615
EMBEDDED ADVERTISING LINK
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
EMBEDDED ADVERTISING LINK
Example B Subject – Name Time Date
VIDEO MONITOR 620

FIG. 10

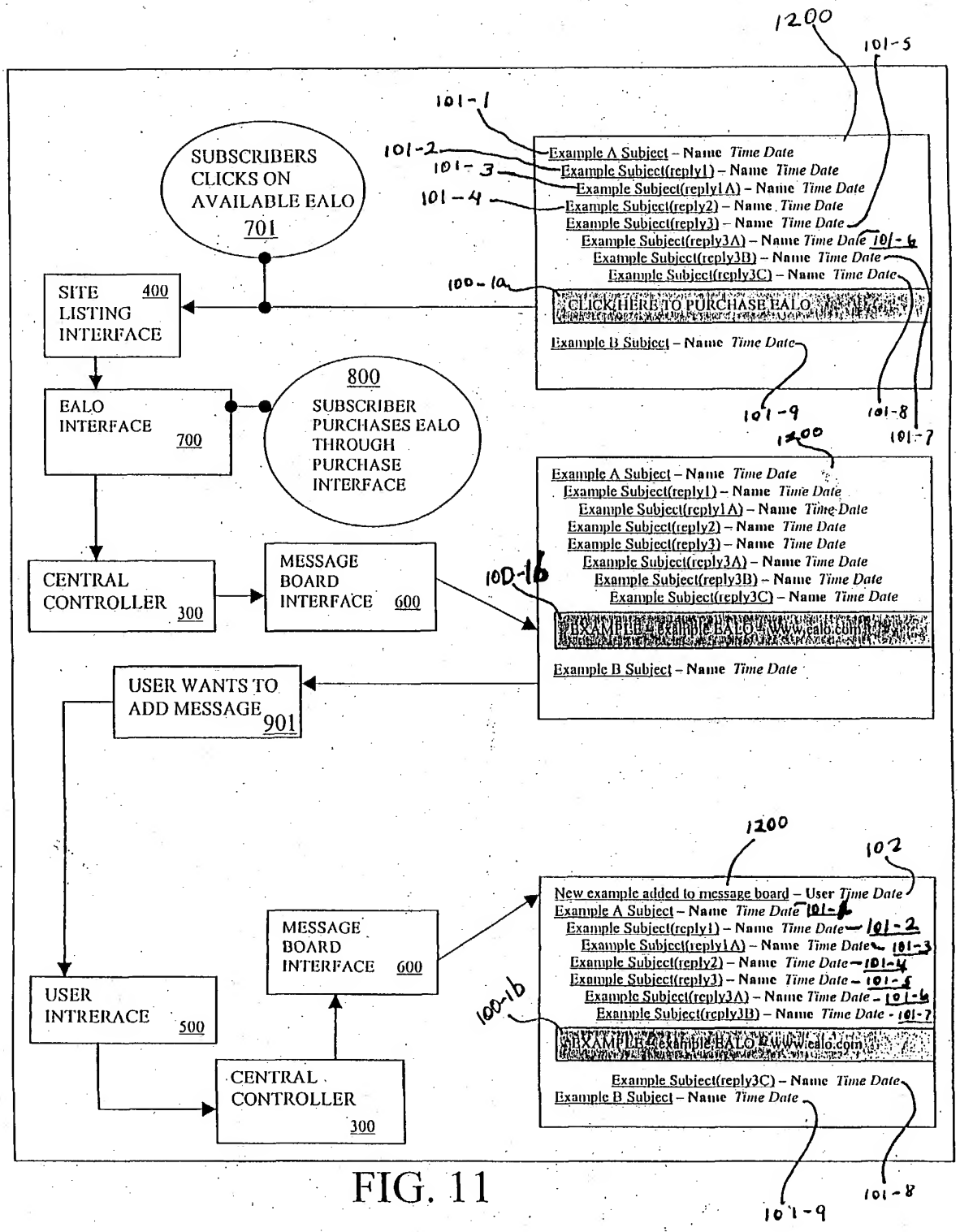
1200
101-5
101-1
101-2
101-3
101-4
SUBSCRIBERS CLICKS ON AVAILABLE EALO 701
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date 101-6
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
100-1a
CLICK HERE TO PURCHASE EALO
Example B Subject – Name Time Date
101-9
101-8
101-7
SITE LISTING INTERFACE 400
EALO INTERFACE 700
800
SUBSCRIBER PURCHASES EALO THROUGH PURCHASE INTERFACE
1200
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
100-1b
EXAMPLE Example EALO www.ealo.com
Example B Subject – Name Time Date
CENTRAL CONTROLLER 300
MESSAGE BOARD INTERFACE 600
USER WANTS TO ADD MESSAGE 901
1200
102
New example added to message board – User Time Date
Example A Subject – Name Time Date 101-1
Example Subject(reply1) – Name Time Date 101-2
Example Subject(reply1A) – Name Time Date 101-3
Example Subject(reply2) – Name Time Date 101-4
Example Subject(reply3) – Name Time Date 101-5
Example Subject(reply3A) – Name Time Date 101-6
Example Subject(reply3B) – Name Time Date 101-7
100-1b
EXAMPLE Example EALO www.ealo.com
Example Subject(reply3C) – Name Time Date
Example B Subject – Name Time Date
101-9
101-8
MESSAGE BOARD INTERFACE 600
USER INTRERACE 500
CENTRAL CONTROLLER 300

FIG. 11

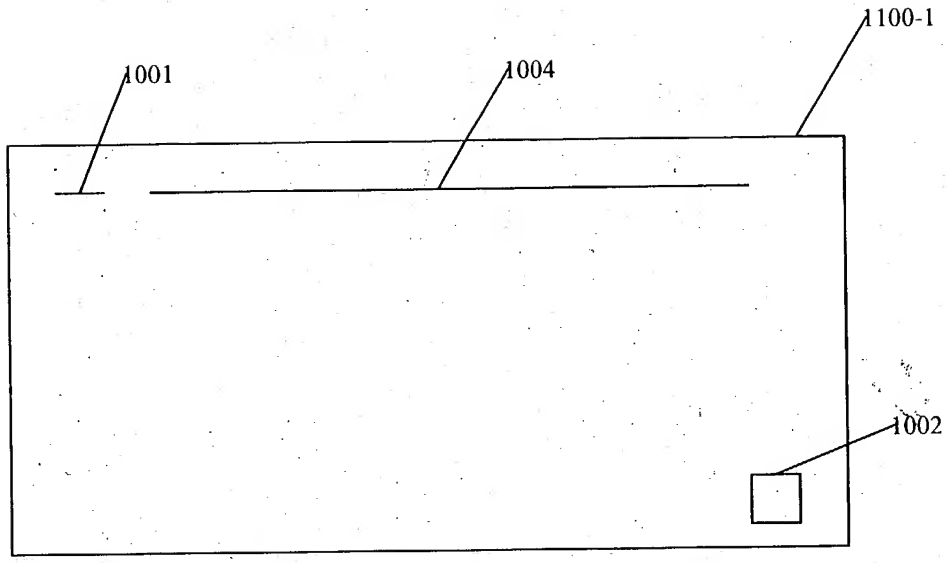

FIG. 12a

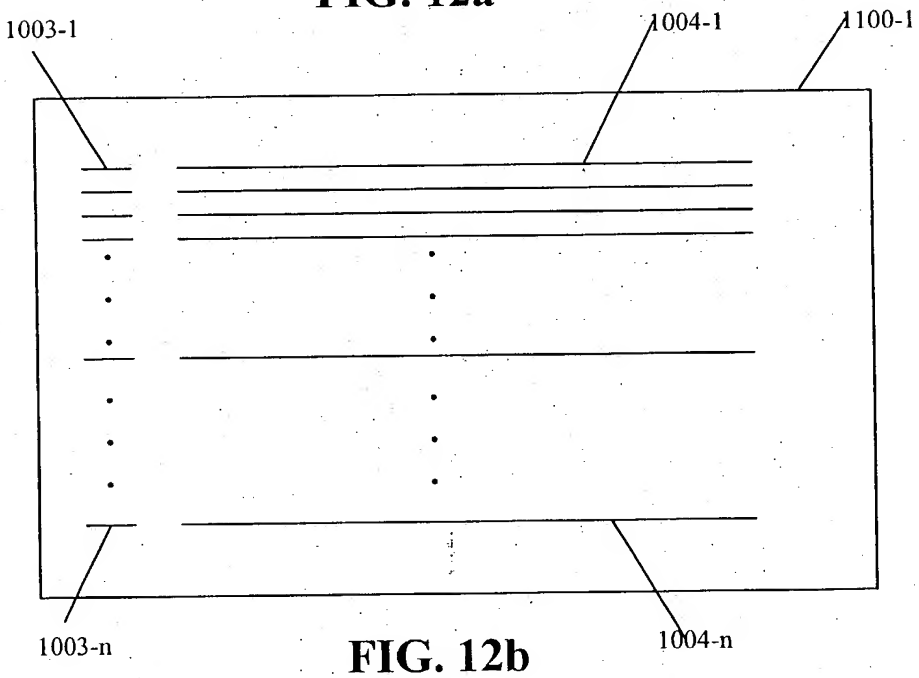

FIG. 12b

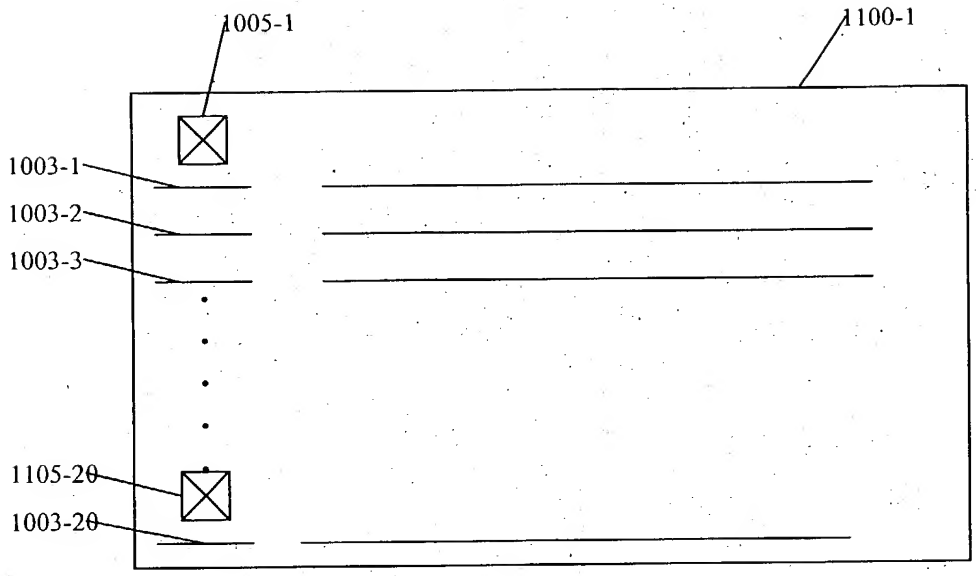

FIG.12c

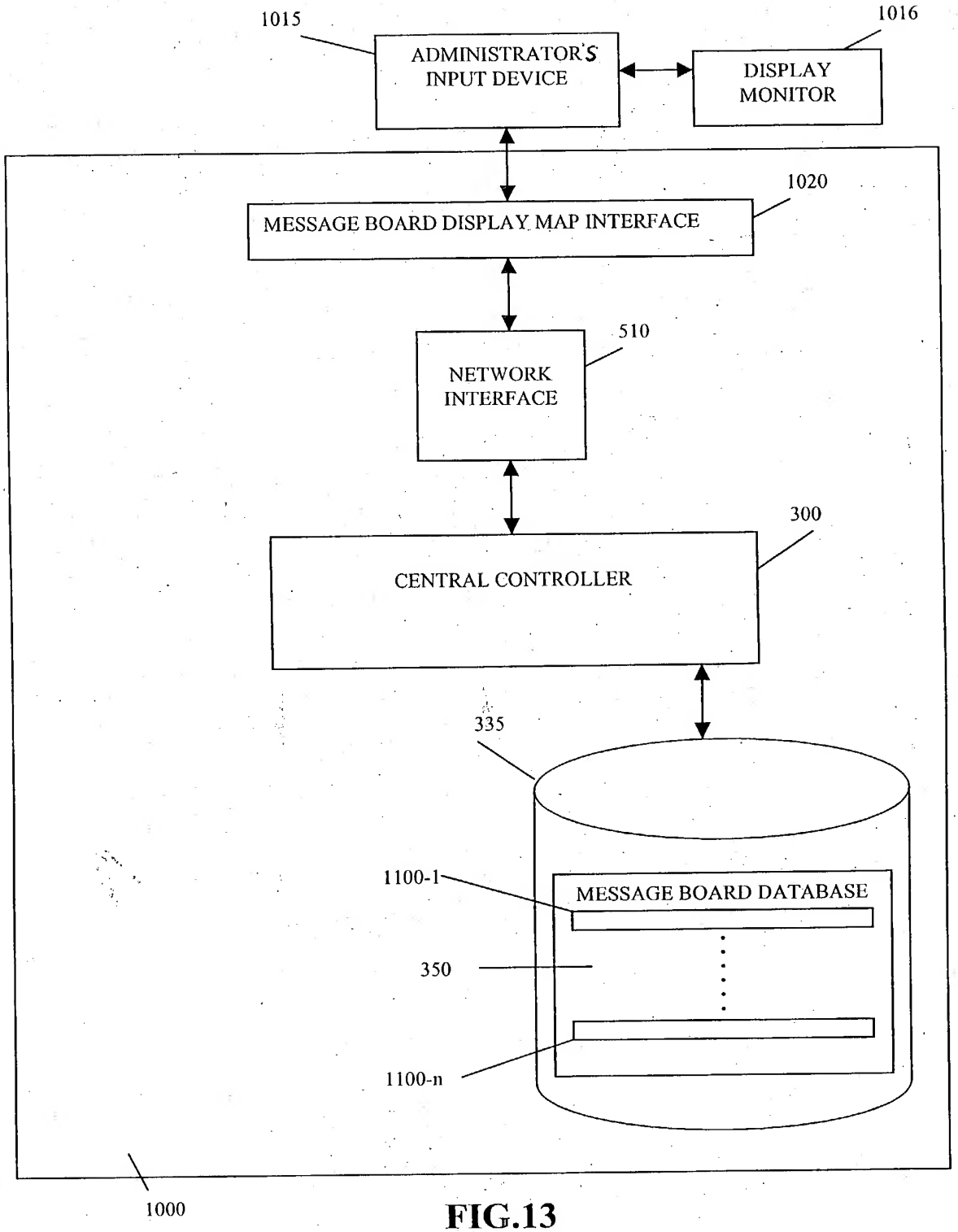
1015
ADMINISTRATOR'S INPUT DEVICE
1016
DISPLAY MONITOR
1020
MESSAGE BOARD DISPLAY MAP INTERFACE
510
NETWORK INTERFACE
300
CENTRAL CONTROLLER
335
1100-1
MESSAGE BOARD DATABASE
350
1100-n
1000

FIG.13

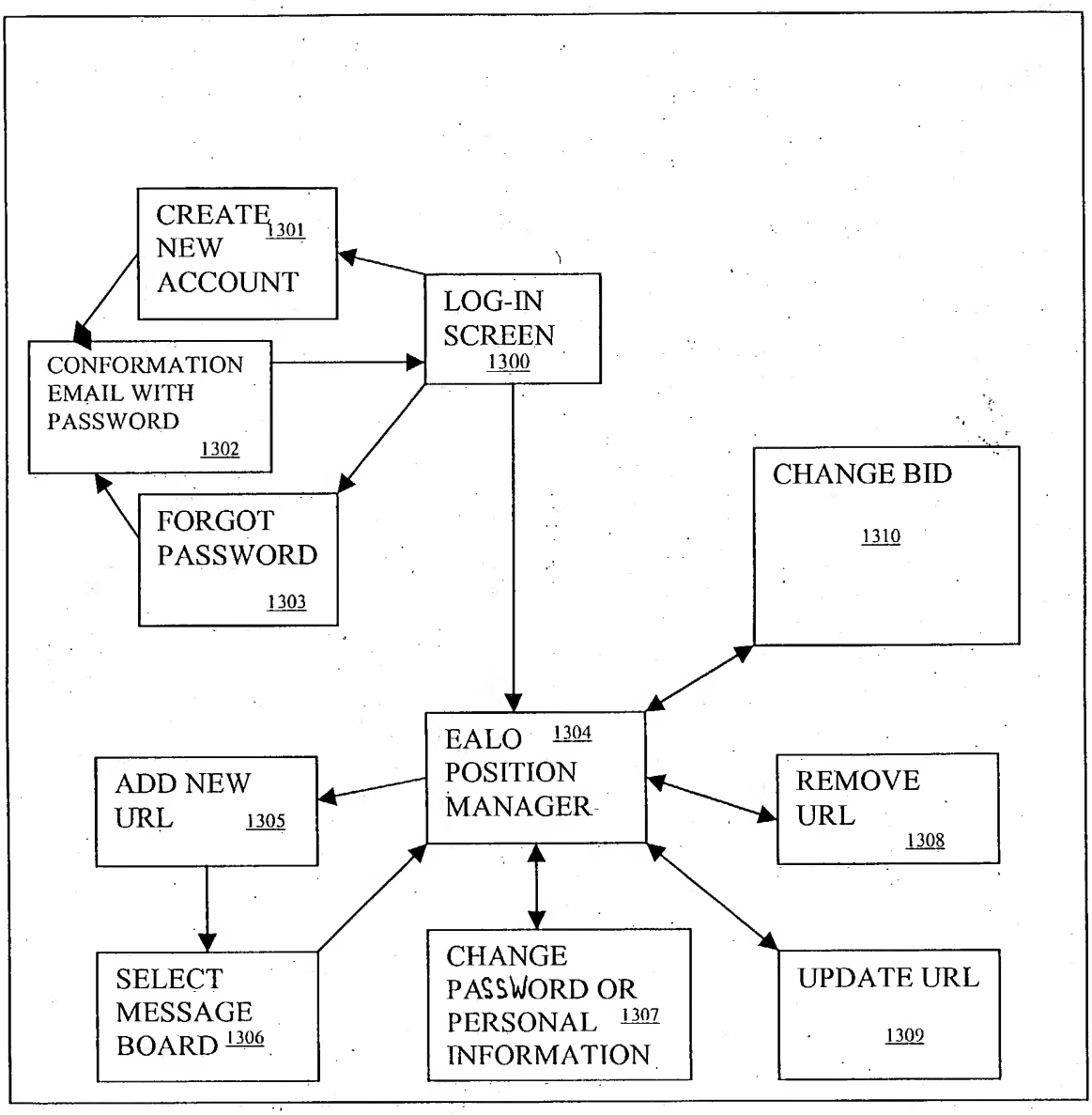
CREATE NEW ACCOUNT 1301
LOG-IN SCREEN 1300
CONFORMATION EMAIL WITH PASSWORD 1302
FORGOT PASSWORD 1303
CHANGE BID 1310
EALO POSITION MANAGER 1304
ADD NEW URL 1305
REMOVE URL 1308
SELECT MESSAGE BOARD 1306
CHANGE PASSWORD OR PERSONAL INFORMATION 1307
UPDATE URL 1309

FIG. 14a

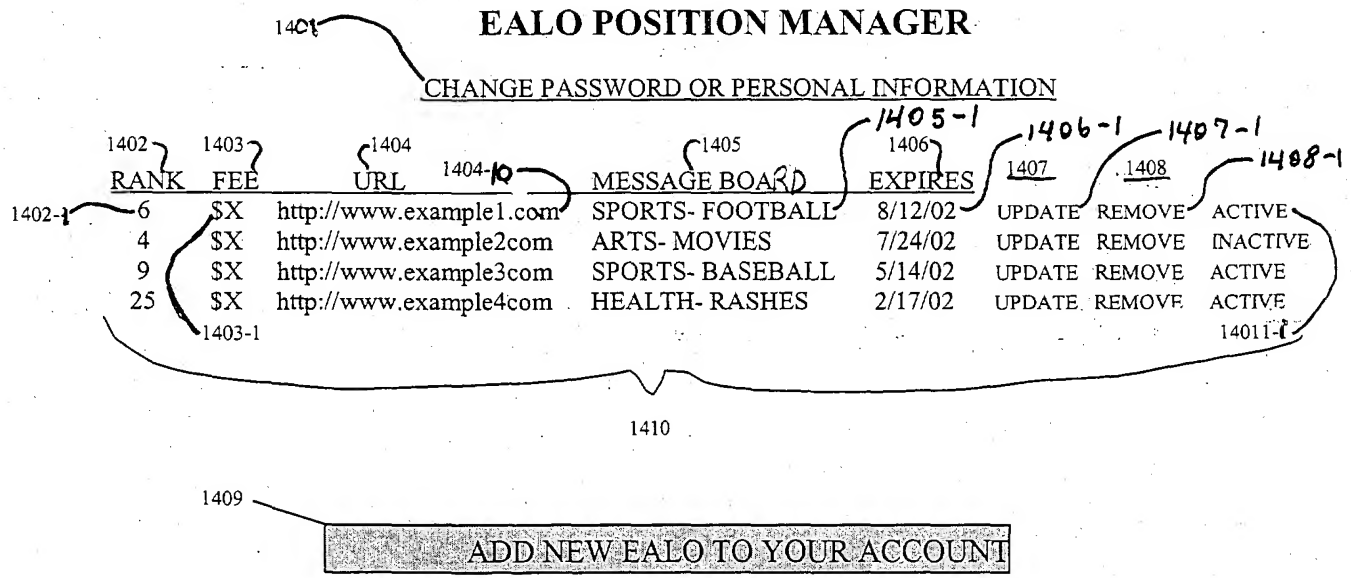
1401
EALO POSITION MANAGER
CHANGE PASSWORD OR PERSONAL INFORMATION
1402
1403
1404
1404-10
1405
1406
1405-1
1406-1
1407-1
1408-1
1407
1408
RANK
FEE
URL
MESSAGE BOARD
EXPIRES
1402-1
6 $X http://www.example1.com SPORTS- FOOTBALL 8/12/02 UPDATE REMOVE ACTIVE
4 $X http://www.example2com ARTS- MOVIES 7/24/02 UPDATE REMOVE INACTIVE
9 $X http://www.example3com SPORTS- BASEBALL 5/14/02 UPDATE REMOVE ACTIVE
25 $X http://www.example4com HEALTH- RASHES 2/17/02 UPDATE REMOVE ACTIVE
1403-1
1401-1
1410
1409
ADD NEW EALO TO YOUR ACCOUNT

FIG. 14b

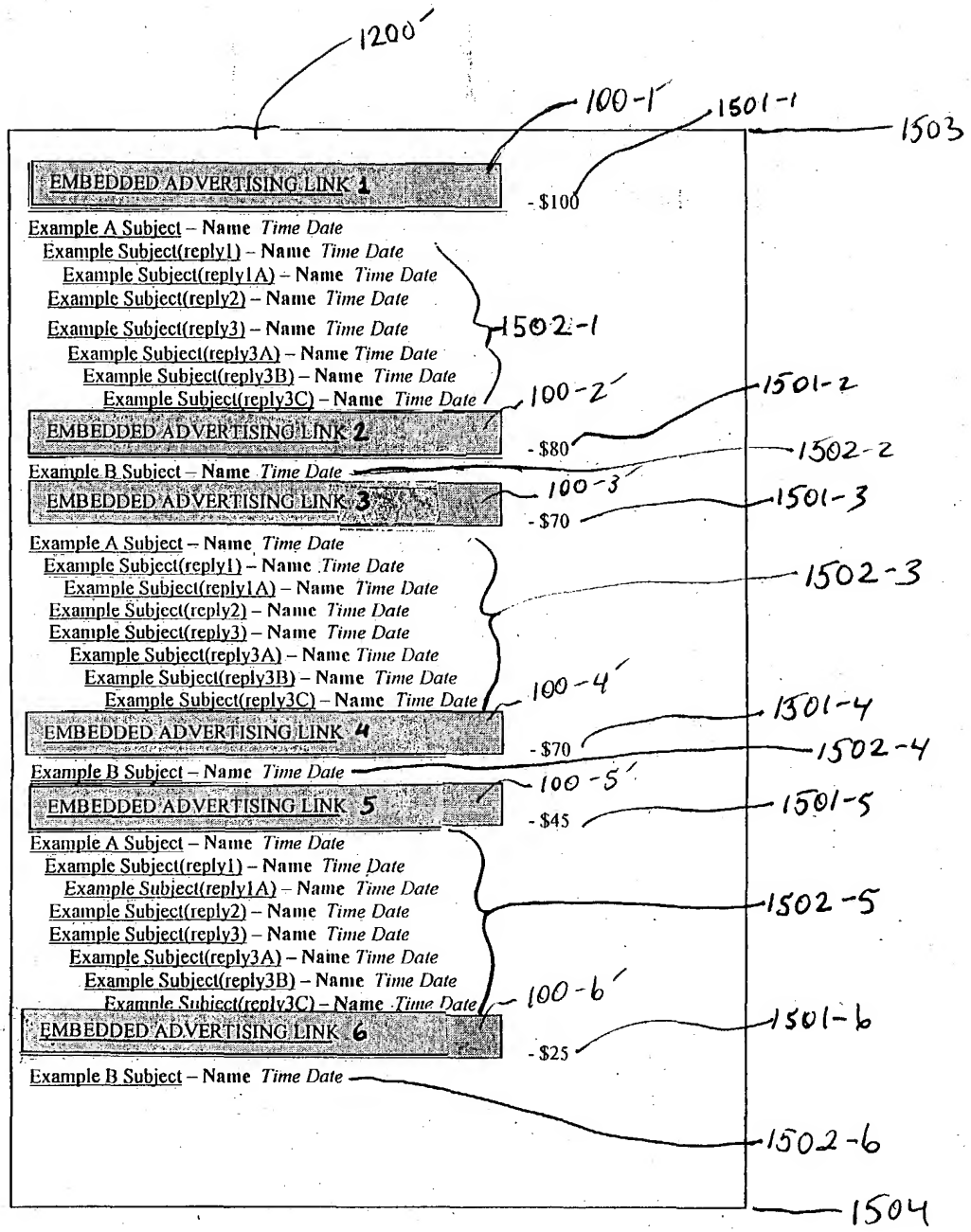
1200
100-1
1501-1
1503
EMBEDDED ADVERTISING LINK 1
- $100
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
1502-1
100-2
1501-2
EMBEDDED ADVERTISING LINK 2
- $80
1502-2
Example B Subject – Name Time Date
100-3
EMBEDDED ADVERTISING LINK 3
- $70
1501-3
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
1502-3
100-4
1501-4
EMBEDDED ADVERTISING LINK 4
- $70
1502-4
Example B Subject – Name Time Date
100-5
EMBEDDED ADVERTISING LINK 5
- $45
1501-5
Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date
1502-5
100-6
1501-6
EMBEDDED ADVERTISING LINK 6
- $25
Example B Subject – Name Time Date
1502-6
1504

FIG. 15

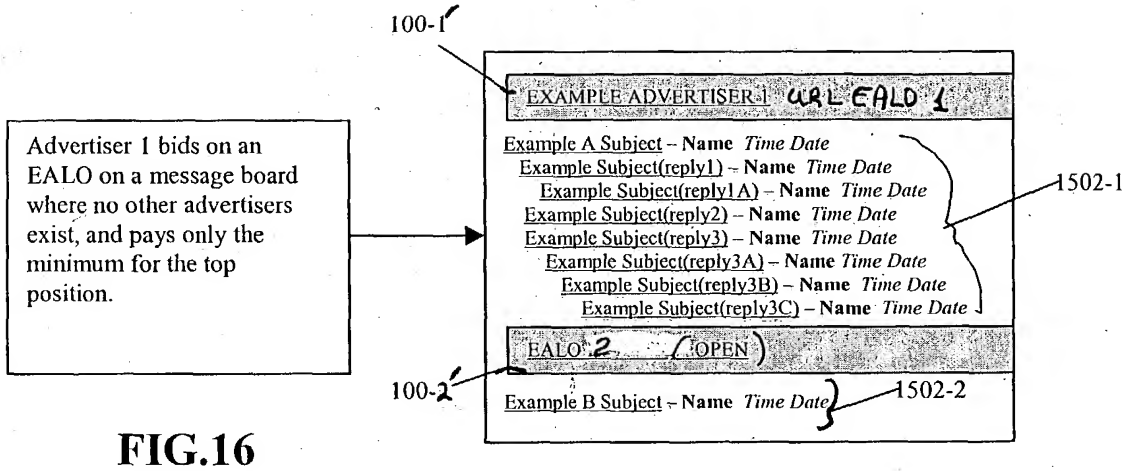

FIG.16

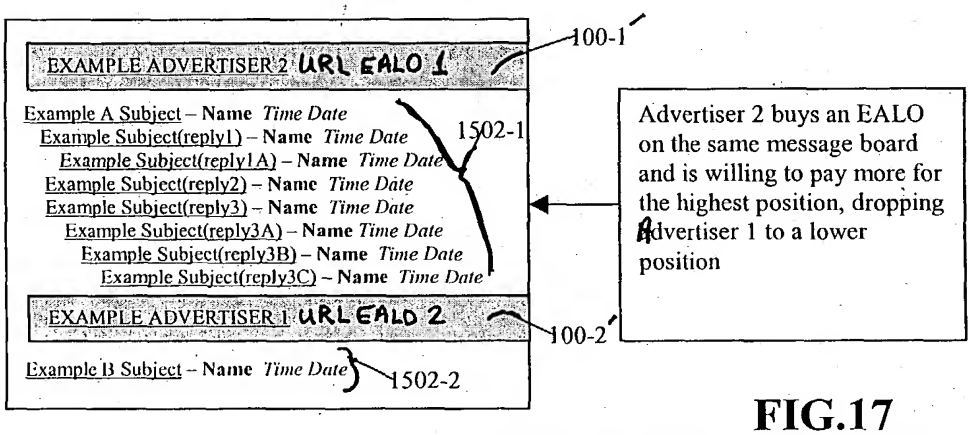

FIG.17

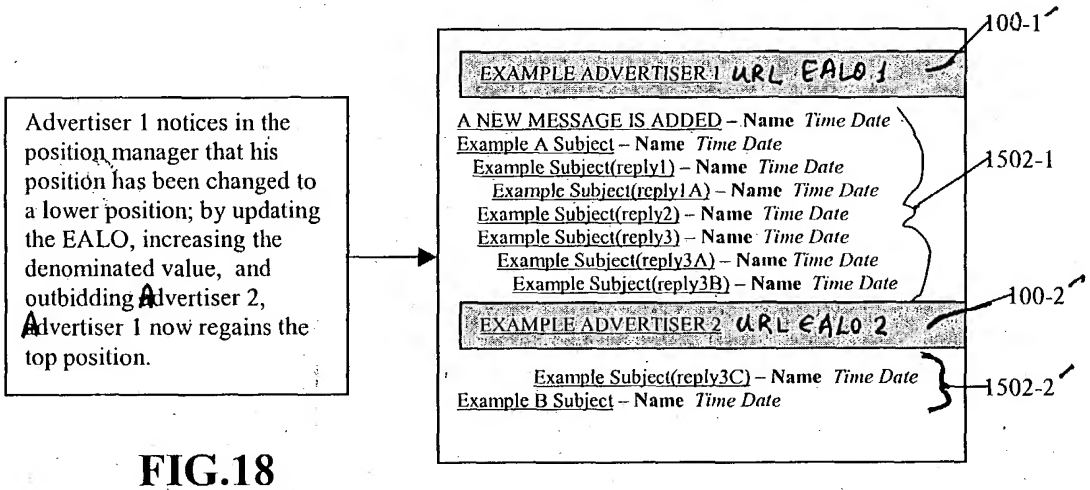

FIG.18

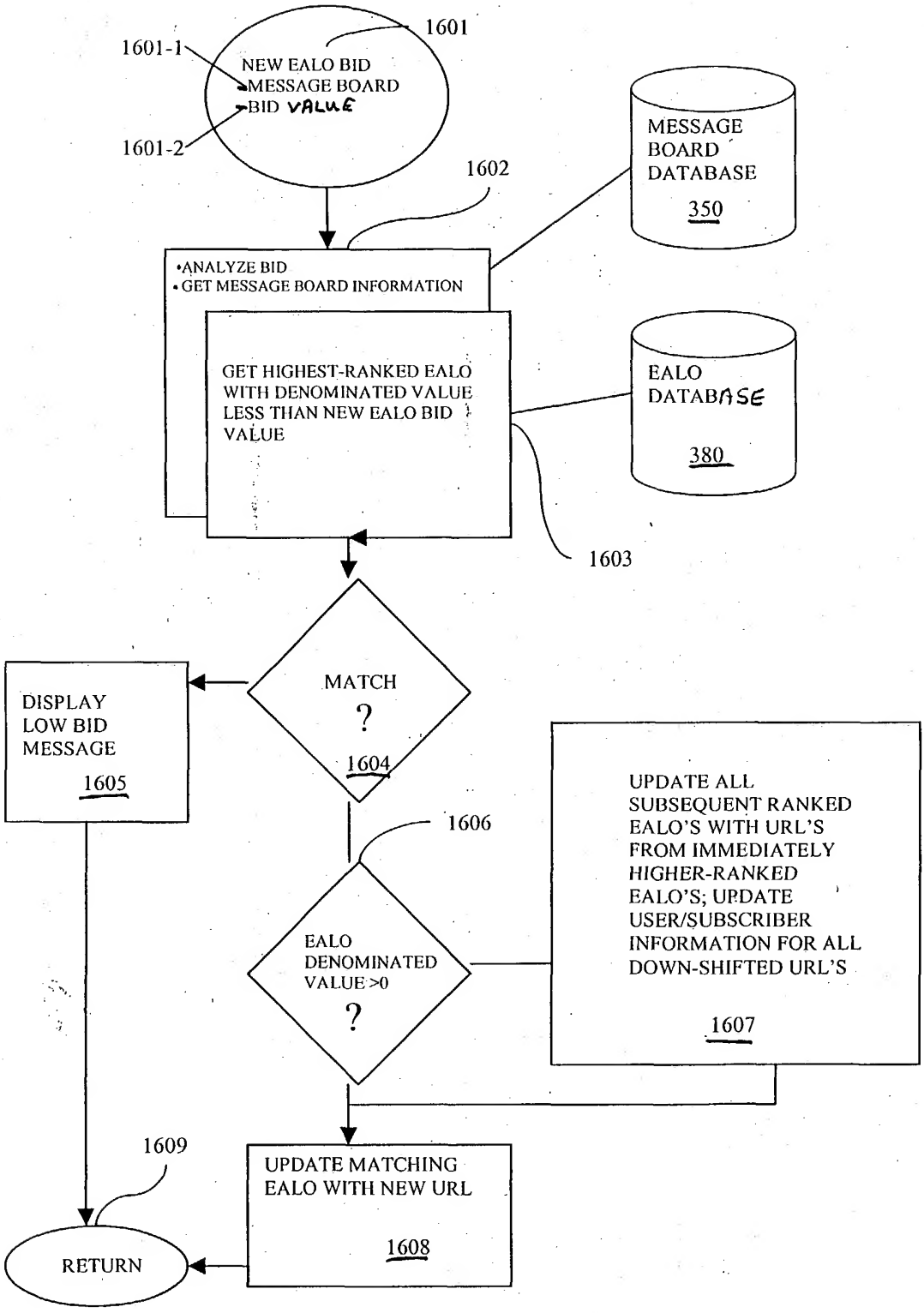
1601
1601-1
NEW EALO BID
MESSAGE BOARD
BID VALUE
1601-2
1602
MESSAGE BOARD DATABASE
350
•ANALYZE BID
• GET MESSAGE BOARD INFORMATION
GET HIGHEST-RANKED EALO WITH DENOMINATED VALUE LESS THAN NEW EALO BID VALUE
EALO DATABASE
380
1603
MATCH
?
1604
DISPLAY LOW BID MESSAGE
1605
1606
EALO DENOMINATED VALUE >0
?
UPDATE ALL SUBSEQUENT RANKED EALO'S WITH URL'S FROM IMMEDIATELY HIGHER-RANKED EALO'S; UPDATE USER/SUBSCRIBER INFORMATION FOR ALL DOWN-SHIFTED URL'S
1607
1609
UPDATE MATCHING EALO WITH NEW URL
1608
RETURN

FIG. 19

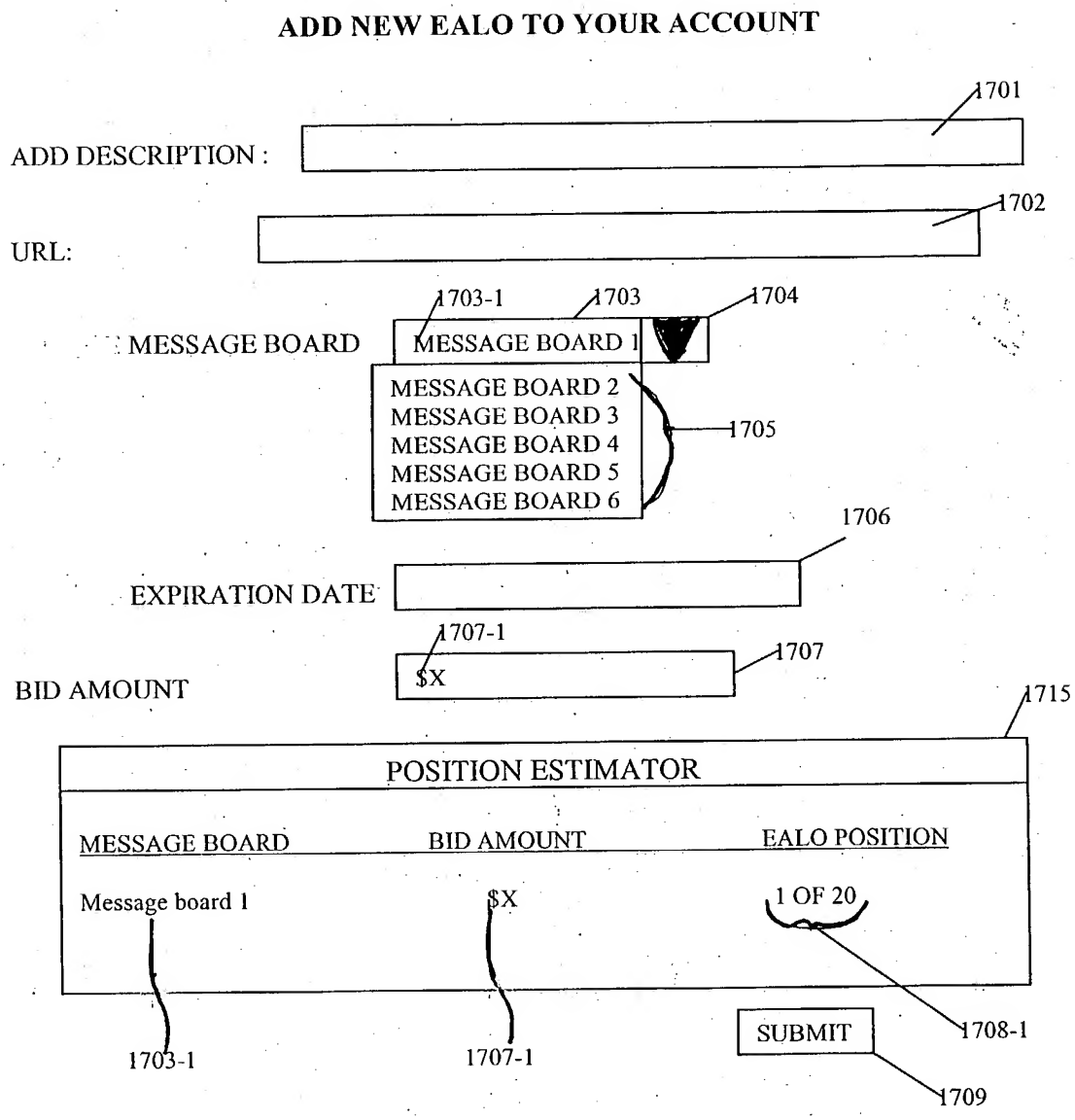
ADD NEW EALO TO YOUR ACCOUNT
1701
ADD DESCRIPTION :
1702
URL:
1703-1
1703
1704
MESSAGE BOARD
MESSAGE BOARD 1
MESSAGE BOARD 2
MESSAGE BOARD 3
MESSAGE BOARD 4
MESSAGE BOARD 5
MESSAGE BOARD 6
1705
1706
EXPIRATION DATE
1707-1
1707
BID AMOUNT
$X
1715
POSITION ESTIMATOR
MESSAGE BOARD
BID AMOUNT
EALO POSITION
Message board 1
$X
1 OF 20
1703-1
1707-1
SUBMIT
1708-1
1709

FIG. 20

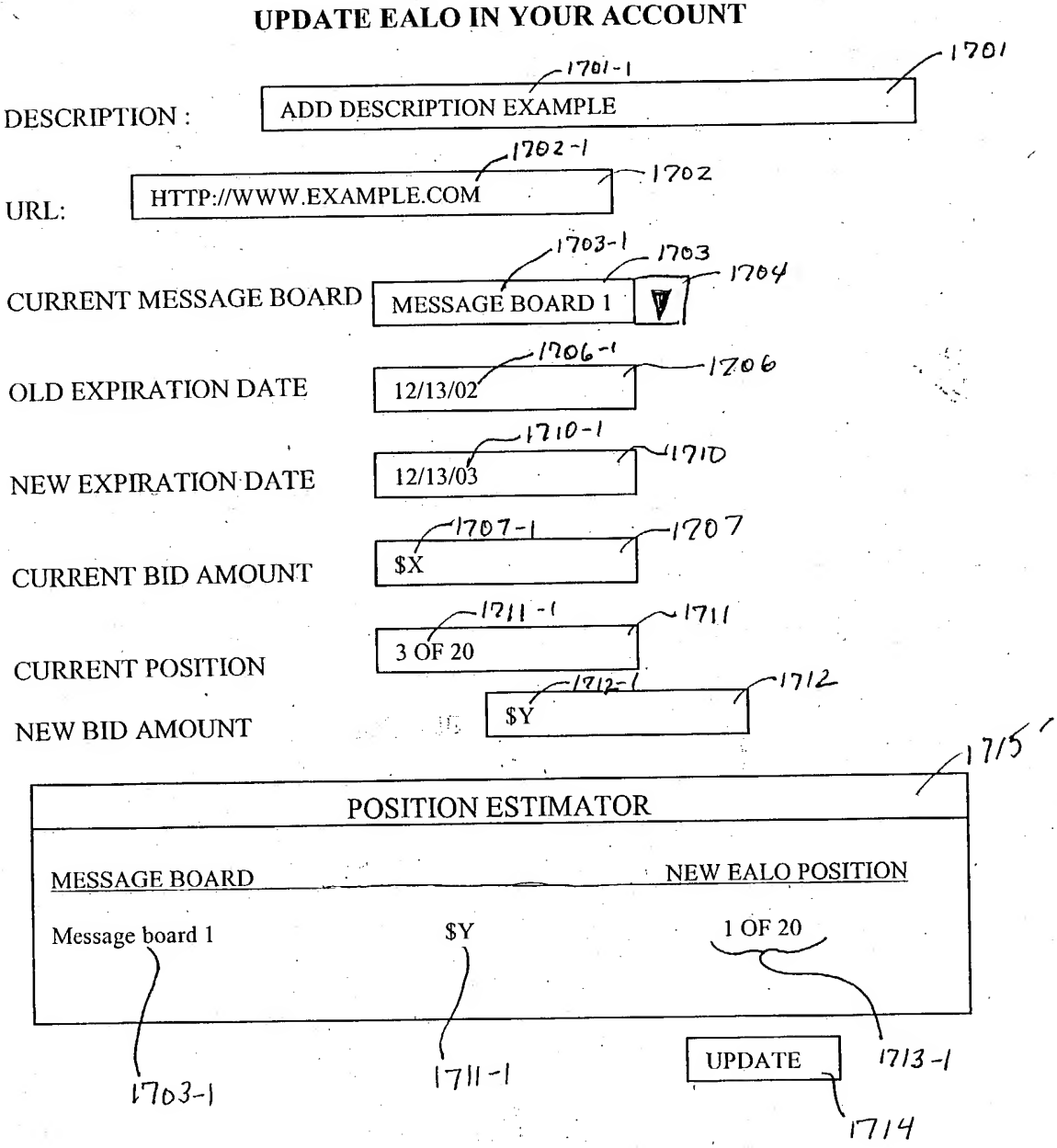
UPDATE EALO IN YOUR ACCOUNT
DESCRIPTION :
ADD DESCRIPTION EXAMPLE
1701
1701-1
URL:
HTTP://WWW.EXAMPLE.COM
1702
1702-1
CURRENT MESSAGE BOARD
MESSAGE BOARD 1
1703
1703-1
1704
OLD EXPIRATION DATE
12/13/02
1706
1706-1
NEW EXPIRATION DATE
12/13/03
1710
1710-1
CURRENT BID AMOUNT
$X
1707
1707-1
CURRENT POSITION
3 OF 20
1711
1711-1
NEW BID AMOUNT
$Y
1712
1712-1
1715
POSITION ESTIMATOR
MESSAGE BOARD
NEW EALO POSITION
Message board 1
$Y
1 OF 20
UPDATE
1713-1
1714
1703-1
1711-1

FIG. 21